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HOUSE RESOLUTION 46  
By Huskey

A RESOLUTION to designate April 7-13, 1997 as "Outlet Shopping Week" in Tennessee.

WHEREAS, a group of outlet developers and their retail partners across the country have been charged with the task of creating a nationwide program to build awareness of the outlet shopping industry; and

WHEREAS, this mission to unite the outlet shopping center industry is the first nationwide promotional effort to encourage both outlet shoppers and non-outlet shoppers to revel in the outlet shopping experience; and

WHEREAS, this mission seeks to create an environment for the customer to enjoy, understand and be overwhelmingly satisfied with outlet shopping; and

WHEREAS, this mission also seeks to generate future growth for the outlet shopping industry; and

WHEREAS, the mission's objectives are to generate positive national, regional and local public relations for the industry; and to unify all members of the outlet shopping industry, whether large or small, under a national umbrella campaign; and

WHEREAS, since 1984, outlet shopping has made significant contributions to the cities of Pigeon Forge and Sevierville and the state of Tennessee by creating several hundred new jobs, by logging thousands of freight miles in the trucking industry and by generating millions of dollars in state and local sales taxes; and

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WHEREAS, National Outlet Shopping Week will be filled with special events, entertainment, and special sales; and

WHEREAS, Mother's Against Drunk Driving (MADD) will join in partnership with Tanger Outlet Center to assist with the week of festivities; and

WHEREAS, it is highly appropriate that this Assembly should also honor the good people of the Tanger Outlet Center for their laudable civic and public service; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE-HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, That we hereby designate April 7-13, 1997 as, "Outlet Shopping Week" in Tennessee, in an effort to make citizens aware of the outlet centers throughout our great state and nation.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.